

BSB40407 Certificate IV in Small Business Management

Descriptor

This qualification reflects the role of individuals who use well-developed skills and a broad knowledge base in a wide variety of small business contexts. They apply solutions to a defined range of unpredictable problems, and analyse and evaluate information from a variety of sources. They may provide leadership and guidance to others, and have responsibility for the output of others.

Job Roles

Job roles and titles vary across different industry sectors. Possible job titles relevant to this qualification include:

- Small Business Manager.

Qualification Pathways

Prerequisite Requirements

There are no prerequisite requirements for individual units of competency.

Pathways into the qualification

Candidates may enter the qualification through a number of entry points demonstrating potential to undertake vocational education and training at certificate level, including:

- with personal or vocational experience in a specific industry
- with vocational experience in a specific industry and an industry specific qualification.

Pathways from the qualification

After achieving the BSB40407 Certificate IV in Small Business Management, candidates may undertake a qualification in a specialist area within the BSB07 Business Services Training Package such as marketing, management, human resources.

Licensing, Legislative, Regulatory or Certification Considerations

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

Qualification Rules

Total number of units = 10

4 core units plus

6 elective units

The **6 elective units** may be selected from the elective units listed below and/or an equivalent level qualification from any endorsed Training Package. If not listed below, 1 elective unit may be selected from a Certificate III or Diploma qualification.

Electives must be relevant to the work outcome, local industry requirements and the qualification level.

Units selected from other Training Packages must not duplicate units selected from or available within the BSB07 Business Services Training Package.

Core Units

Small and Micro Business

- BSBSMB401A Establish legal and risk management requirements of small business
- BSBSMB402A Plan small business finances
- BSBSMB403A Market the small business
- BSBSMB404A Undertake small business planning

Elective Units

Creative Thinking

- BSBCRT501A Originate and develop concepts

Customer Service

- BSBCUS401A Coordinate implementation of customer service strategies
- BSBCUS402A Address customer needs

E-Business

- BSBEBU401A Review and maintain a website

Financial Administration

- BSBFIA402A Report on financial activity

Franchising

- BSBFRA401B Manage compliance with franchisee obligations and legislative requirements

Innovation

- BSBINN301A Promote innovation in a team environment

International Business

- BSBINT303B Organise the importing and exporting of goods

Management

- BSBMGT404A Lead and facilitate off-site staff

Marketing

- BSBMKG413A Promote products and services
- BSBMKG414A Undertake marketing activities

Project Management

- BSBPMG510A Manage projects

Relationship Management

- BSBREL401A Establish networks
- BSBREL402A Build client relationships and business networks

Research

- BSBRES401A Analyse and present research information

Small and Micro Business

BSBSMB405A Monitor and manage small business operations
BSBSMB406A Manage small business finances
BSBSMB407A Manage a small team
BSBSMB408B Manage personal, family, cultural and business obligations
BSBSMB409A Build and maintain relationships with small business stakeholders
Imported Units
FNSACCT407A Set up and operate a computerised accounting system
PSPGOV407B Provide a quotation

Selecting Electives for Different Outcomes

The context for this qualification varies and this must guide the selection of elective units. Examples of appropriate elective units for particular outcomes follow.

Small Business Manager : owner-operator of a small business such as a retail outlet employing between five and ten staff

4 core units plus

6 elective units

- BSBCRT501A Originate and develop concepts
- BSBCUS401A Coordinate implementation of customer service strategies
- BSBMKG413A Promote products and services
- BSBSMB405A Monitor and manage small business operations
- BSBSMB407A Manage a small team
- BSBSMB408B Manage personal, family, cultural and business obligations

Small Business Manager : owner-operator of a small franchise employing between five and ten staff that provides a mobile service to customers such as home maintenance

4 core units plus

6 elective units

- BSBFRA401B Manage compliance with franchisee obligations and legislative requirements
- BSBINN301A Promote innovation in a team environment
- BSBMGT404A Lead and facilitate off-site staff
- BSBMKG414A Undertake marketing activities
- BSBSMB405A Monitor and manage small business operations
- BSBSMB407A Manage a small team

Small Business Manage : managing an organisation which provides consultation or advisory services to small business

4 core units plus

6 elective units

- BSBCUS402A Address customer needs
- BSBINN301A Promote innovation in a team environment
- BSBPMG510A Manage projects
- BSBREL402A Build client relationships and business networks
- BSBRES401A Analyse and present research information

- BSBSMB405A Monitor and manage small business operations

Employability Skills for BSB40407 Certificate IV in Small Business Management

The following table contains a summary of the employability skills for this qualification. This table should be interpreted in conjunction with the detailed requirements of each unit of competency packaged in this qualification. The outcomes described here are broad industry requirements that may vary depending on the packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none">• being appropriately assertive when marketing the business• negotiating effectively• persuading effectively with clients, suppliers, financial backers and other business stakeholders• reading, interpreting and questioning legal, financial, marketing and other business documentation
Teamwork	<ul style="list-style-type: none">• identifying and utilising the strengths of other team members• providing coaching, mentoring and feedback to members of the team
Problem solving	<ul style="list-style-type: none">• applying a range of problem solving strategies• seeking information from various sources to determine the cause of the problem• using numeracy skills to calculate costs, prices and cash flow projections
Initiative and enterprise	<ul style="list-style-type: none">• being creative and entrepreneurial in translating small business ideas into action• developing innovative solutions to small business challenges• identifying small business opportunities not obvious to others
Planning and organising	<ul style="list-style-type: none">• developing a business plan• developing operational procedures for the small business• identifying performance measures for the small business• planning for contingencies
Self management	<ul style="list-style-type: none">• having personal goals and a vision for the small business• taking personal responsibility for the business
Learning	<ul style="list-style-type: none">• contributing to the learning of team members• seeking assistance and expert advice on financial, legal and/or technical aspects of the business• seeking out and learning new ideas, skills and techniques
Technology	<ul style="list-style-type: none">• applying business technology for communication, planning, financial management, marketing and operating the business• comparing and purchasing new business technology

This table is a summary of employability skills that are typical of this qualification and should not be interpreted as definitive.